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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

Volume 9, Number 4 April, 1980

ENERGY EMERGENCY PLANS POSE SERIOUS THREAT TO TRAVEL

The U.S. Department of Energy's (DOE) proposed Compressed Workweek Plan and Vehicle-Use Sticker Plan hold serious implications for the travel industry. According to Douglas C. Frechtling of the U.S. Travel Data Center, the sticker plan *"is potentially worse than coupon rationing in its impacts."* If households were required by the sticker plan to forego use of their vehicles just one day a week, a study for DOE estimates auto travel away from home would be reduced by at least 3.3 percent. This would cost the travel industry at least $1.65 billion in revenue in addition to losses sustained from any shortfall, according to Data Center estimates.

Studies of the impact of the Compressed Workweek measure on leisure activities suggest it could have favorable implications for the travel industry. *"This would depend upon how consumers view the gasoline availability situation, and whether the DOE exemption criteria are fairly applied to the travel industry,"* noted Dr. Frechtling.

The two proposed DOE plans were the subject of a recent Data Center study, prepared at the request of Discover America Travel Organizations (DATO). The analyses are being sent to all members of the Data Center.

AIR TRIPS INCREASE SHARE OF TOTAL U.S. TRAVEL

Americans registered nearly 47 million air trips in 1979's fourth quarter, according to the U.S. Travel Data Center's National Travel Survey. This pushed air transport's share of total travel to 18 percent, *the highest level for the year.* More than half of U.S. travelers were on vacation trips, while business or convention purposes accounted for 30 percent of air travel in the quarter.

The Survey also found that hotel/motel accommodations accounted for 36 percent of all lodging away from home, down significantly from its third quarter share. The SOUTH *ranked first* both as destination and origin region, as it has all year. NEW ENGLAND was last, both as a destination and origin region. Overall, *travel volume was off sharply* from third quarter levels. A total of 131 million trips and more than 264 million person-trips were recorded for the October-December period, compared to third quarter totals of 170 million and 386 million, respectively.

These and other findings are published in the U.S. Travel Data Center's *1979 National Travel Survey: Fourth Quarter Report.* The Survey gathers information on all essential aspects of U.S. travel from a monthly sample of 1,000 U.S. adults. Quarterly reports summarize total U.S. travel, covering air and auto travel, business/convention and vacation travel, and more. The 80-page *Fourth Quarter Report* is sent to members of the Data Center and is available to others for $15 (plus $2 shipping and handling). Nonmembers, please enclose payment with order.

1980 PUBLICATIONS CATALOG RELEASED

The *1980 Publications Catalog* of the U.S. Travel Data Center is now available. The 20-page catalog describes more than 70 research studies and reports issued by the Data Center since its establishment in 1973. The 1980 research program is detailed, as well as all available previous publications. Data Center members will receive the catalog, and free copies are available to anyone by contacting the Data Center.

NATIONAL TRAVEL AND TOURISM ENERGY CONFERENCE SLATED

The U.S. Congressional Travel and Tourism Caucus and U.S. Department of Energy recently announced plans to hold a national Travel and Tourism Energy Conference. According to Rep. Santini, Chairman of the Caucus, the conference will *"allow industry representatives, congressmen and DOE officials to exchange ideas and discuss government policies affecting tourism."* Scheduled to be held May, 1980 in Washington, D.C., conference planners expressed concern for *"ensuring sufficient supplies of gasoline and other fuels for travelers."*

For further information, contact Doug Wendel, Executive Director, U.S. Congressional Travel and Tourism Caucus, Room 3272 House Annex 2, Second & D Street, S.W., Washington, D.C. 20515. Telephone (202) 225-3935.

NEW PUBLICATIONS

The 1979 *International Edition* of *Trends in the Hotel Business* provides an analysis of current worldwide lodging industry statistics. This sixth annual review by Pannell/Harris, Kerr, Forster & Companies incorporates hotel operating and financial data for 1978, by 13 major regions (exclusive of the U.S.) and 41 subregions. A special examination of casino operating results in Puerto Rico is included. The report is available from Harris, Kerr, Forster & Co., 420 Lexington Avenue, New York, NY 10017, free of charge.

The *1980 Travel Market Yearbook* marks the first edition of the 15-year-old publication to be issued by the Ziff-Davis Publishing Company. The 186-page source book synthesizes statistics, trends and surveys relating to all aspects of the U.S. travel industry for 1978. Featured is an expanded section on travel agents, with data from the 1978 Harris Study of the Travel Agency Market. The publication is available from Travel Market Yearbook, P.O. Box 5890, Cherry Hill, NJ 08034. Subscription rates: $45 U.S. & Canada; $52 foreign.

Environmental Quality - 1979 is the tenth annual report of the Council on Environmental Quality. The 800-page volume highlights a decade of growing environmental consciousness. Of particular interest are chapters on energy outlook, natural resources, land use, and economics. The publication is available for $8.00 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Refer to Stock No. 041-011-00047-5.

WELCOME TO THE DATA CENTER

The Data Center is pleased to welcome the following new National Organization (N), Regional Organization (R), and Local (L) members for 1980: Hyatt Hotels Corporation (N), Six Flags, Inc. (R), Center for Continuing Study of the California Economy (L), San Francisco Convention & Visitors Bureau (L), and the Metropolitan Tulsa Chamber of Commerce (L).

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national, non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Jan L. Nichols, Editor. Patricia Dornan, Production Manager. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $25 per year, U.S., Canada, and Mexico; other foreign countries, $30 per year, payable in U.S. funds only.

GASOLINE PROPELS TRAVEL PRICES UPWARD

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 2.7 percent in February, slower than the record 3.0 percent increase posted in January. For comparison, the Consumer Price Index (CPI) rose 1.4 percent on a seasonally unadjusted basis in February, about equal to January's increase.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 270.9 in February (1967=100).

The cost of gasoline led the travel price advance with an increase of 6.9 percent over January, and accounted for 58 percent of the overall TPI rise. The cost of lodging while out of town rose 2.2 percent in February, while airline fares increased 1.7 percent. Intercity bus fares and food away from home showed increases of 1.3 percent and 0.9 percent, respectively. Entertainment services and incidentals both posted increases of 1.0 percent for the month. The smallest rise was in taxicab fares, up 0.4 percent. Intercity train fares showed no change from the previous month.

The TPI has increased 25.1 percent since February, 1979 compared to a 14.1 percent advance in the CPI for the same period. Gasoline continued to lead all other components for the year with a 67.9 percent rise. Airline fares and intercity train fares posted increases of 33.5 percent and 23.0 percent, respectively, for the year, while intercity bus fares were up 17.1 percent. The smallest increase was posted by entertainment services, at 6.6 percent.

CURRENT TRAVEL INDICATORS EXPANDED

Beginning with this issue, the monthly *Current Travel Indicators* series of this newsletter (page 4) has been expanded. New additions include car rental/leasing sales from the U.S. Bureau of the Census, and overseas arrival and departure volume from the Nettleton Travel Research Center. U.S. resident travel estimates from the Data Center's National Travel Survey have also been added, along with the Data Center's Travel Price Index. These additions are geared to help improve understanding of trends in U.S. travel.

VISITOR VOLUME AT NATIONAL PARKS

Region	January, 1980 visits[1] (thousands)	Change from December, 1979 (percent)	Change from January, 1979 (percent)	1980-79 Year-to-date change (percent)
Eastern Gateway	200.7	-42.4	6.5	6.5
Far West	2,060.4	12.9	22.4	22.4
Frontier West	757.9	-5.0	15.1	15.1
G. Washington Country	4,342.4	-11.7	10.1	10.1
Great Lakes Country	87.1	-8.2	14.3	14.3
The Islands	511.1	15.1	2.2	2.2
Mountain West	275.7	-37.0	-1.0	-1.0
New England	187.8	-0.2	-1.6	-1.6
South	4,652.1	-3.7	12.6	12.6
TOTAL	13,075.1	-5.8	12.2	12.2

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

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States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	January, 1980	% change from December, 1979	% change from January, 1979	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	$4,211 million	-6.0	3.3	3.3
Car rental/leasing without drivers	$ 359 million	-8.7	15.4	15.4
Eating and drinking places	$6,931 million	-3.6	14.7	14.7
Hotel, motels and other lodging places	$2,182 million	-2.1	16.4	16.4
Gasoline service stations	$7,094 million	4.8	32.4	32.4
Commercial lodging demand				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$718.4 million	-7.3	1.5	1.5
Airline passenger traffic[4]				
Domestic revenue passenger-miles	19.2 billion	-3.9	1.2	1.2
International revenue passenger-miles	4.1 billion	-3.1	5.9	5.9
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.16 billion	-10.1	12.6	12.6
Highway traffic volume[6]				
Main rural road vehicle-miles	37.0 billion	-11.7	1.9	1.9
Rail passenger traffic[7]				
Amtrak passenger-miles	623,721 million	1.2	-2.6	-2.6
Travel Price Index (1967=100)[8]	263.9	3.0	23.7	23.7
U.S. resident travel[9]				
Total person-trips	48.0 million	-51.0	N/A	N/A
Vacation person-trips	28.0 million	-54.0	N/A	N/A
Public use of National Parks[10]				
Visits	11,854,[illegible]	-5.0	12.0	12.0
Overnight stays	10,3[illegible]	-2.8	6.3	6.3
Foreign arrivals in U.S.[11]				
From overseas	1,[illegible],000	3.1	6.4	6.4
From Canada	[illegible],[illegible]9	23.0	0.2	0.2
U.S. citizen departures[11]				
To overseas	531,063	-8.4	7.4	7.4
To Canada	2[illegible],567	-34.1	12.7	12.7
Domestic demand for motor gasoline[12]				
Barrels per day	6,807 thousand	-5.9	-8.5	-8.5

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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PERMIT NO. 45523
WASHINGTON, D.C.

April, 1980

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

04373 TDC 0381 35
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X WASHINGTON DC 20014

R 9375-1

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

Volume 9, Number 5

May, 1980

TRAVEL TUMBLES IN MARCH, SUMMER VACATION PLANS OFF SLIGHTLY

Americans cut *back heavily* on business travel and short trips away from home in March. Auto travel was also down substantially from year-earlier levels. The proportion of Americans planning to take a vacation trip during the next six months *dropped* to 42 percent, from 51 percent in April, 1979. However, the percentage planning summer vacation trips remained close to year-earlier levels.

In summarizing the results of the U.S. Travel Data Center's National Travel Survey conducted in April, Dr. Douglas C. Frechtling, Data Center Director, noted that the unusual combination of a declining economy, soaring interest rates, government restrictions and double-digit inflation depressed travel away from home in March *50 percent below year-earlier levels*.

"Businesses *tightened their travel budgets*, while consumers *eliminated short, marginal trips* in order to cope with the exceptionally discouraging economic news in March," Dr. Frechtling stated. "Vacation trips of a week or more, travel by air, and nights spent in hotels and motels held up far better, indicating the public still views pleasure travel as an important part of its lifestyle." The April Survey found that 13 percent of U.S. adults traveled away from home in March, 1980, recording 38.2 million person-trips. A person-trip is one person taking one trip.

The Data Center's monthly National Travel Survey includes telephone interviews with more than one thousand adults each month, with the results projectable to the total adult population. The complete monthly results are available by subscription only; selected data are published quarterly by the Data Center.

GAS SHORTAGES COST 250 THOUSAND JOBS

Gasoline shortages during the spring and summer of 1979 and resulting business declines forced travel industry establishments to lay off 250 thousand employees. Moreover, it appears that government programs to deal with reduced Iranian crude oil supplies placed all of the burden on motor gasoline, and aggravated supply conditions in certain regions of the country.

In a May 7 address to the American Travel Industry Conference in Cincinnati, Ohio, Data Center Director, Dr. Douglas C. Frechtling, reviewed the impact of the shortages on the travel industry. He concluded, "By concentrating the burden of reduced crude oil supplies on motor gasoline, the government discouraged auto travel away from home, producing an extraordinary volume of layoffs in the industry dependent on it. Moreover, gasoline allocation programs aggravated regional supply conditions, and severely damaged travel economies in certain areas compared to others."

Dr. Frechtling's address, *"The 1979 Gasoline Shortages: Lessons for the Travel Industry,"* is being sent to all Data Center members. Single copies are available to others who mail a stamped, self-addressed envelope to the Data Center.

TTRA-XI COMING SOON

Savannah, Georgia is the site of the Eleventh Annual Conference of The Travel Research Association, to be held June 15-18, 1980, at the DeSoto Hilton. The conference theme, *"Research and the Changing World of Travel in the 1980s,"* is designed to present an overview of challenges regarding changing resources, products, communications, markets and market strategies, the changing role of research, and the changing role of educators.

To register or for more information, contact Mari Lou Wood, TTRA Executive Secretary, PO Box 8066, Foothill Station, Salt Lake City, UT 84108.

NEW PUBLICATIONS

Laventhol & Horwath has released *U.S. Lodging Industry 1979*, the 47th annual report on U.S. hotel and motor hotel operations. The report points to "record increases in occupancy and total sales," though states that reduced automobile travel and lower occupancies in June-July of 1979 may be a signal of problems ahead. The 96-page report is available free of charge from Laventhol & Horwath, 1845 Walnut St., Philadelphia, PA 19103.

Just out from Horwath & Horwath International is *Worldwide Lodging Industry Midyear Commentary 1979-80*. The report declares, "There may have been shifts in the pattern of demand, but overall demand has tended to remain firm except for the number of North Americans traveling to other continents." The 15-page report includes commentary on the lodging industry from around the world. It is available free of charge from Horwath & Horwath International, 919 Third Avenue, New York, NY 10022.

Tourism Policy and International Tourism in OECD Member Countries has been published by the Organization for Economic Cooperation and Development, covering world tourism trends for 1978 and early 1979. Included in the publication are government policy and action concerning tourism; international tourist flows in member countries during 1978; the economic importance of international tourism; world air traffic, and accommodations trends. The 191-page report is available for $18.00 from the OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Avenue, NW, Washington, DC 20006.

The Commerce Department has issued the *1980 U.S. Industrial Outlook*, with projections for 200 industries. Of particular interest to travel and tourism are chapters dealing with transportation industries, and selected travel-related consumer goods and service industries. Special features include the climate for small business in the eighties; rankings of selected industries by real growth prospects; and summary statistical data. The 57-page softcover book is available for $8.50 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Refer to stock no. 003-008-00181-5.

WELCOME TO THE DATA CENTER

The Data Center is pleased to welcome the following new Full Subscriber (FS) and Local members for 1980: Congressional Information Service (FS) and Weightman, Inc. Advertising (L).

TRAVEL PRINTOUT is published monthly by the United States Travel Data Center, an independent, non-profit organization devoted to statistical research on travel and tourism, located in Suite 610, 1899 L St., N.W., Washington, D.C. 20036. Telephone: 202/293-1040. Dr. Douglas C. Frechtling, Director. This newsletter reports on Data Center activities, new developments in travel research and data collection, and current travel trends. Subscriptions are available to non-members at $25.00 per year, U.S., Canada and Mexico; other foreign countries, $30.00 per year.

TRAVEL INFLATION SLOWS IN MARCH

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.9 percent in March, considerably slower than the 2.7 percent increase posted in February. For comparison, the Consumer Price Index (CPI), rose 1.4 percent on a seasonally unadjusted basis in March, about equal to the increases in January and February.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 276.0 in March (1967=100).

The cost of gasoline led the travel price advance with an increase of 3.7 percent over February, and accounted for *nearly half* of the overall TPI rise. The cost of incidentals rose 1.9 percent from the previous month, while airline fares showed a 1.8 percent increase. Lodging while out of town increased 1.5 percent in March.

Entertainment services and food away from home showed increases of 1.3 percent and 1.0 percent, respectively. Intercity bus fares rose 0.8 percent and taxicab fares rose 0.7 percent for the month. Intercity train fares showed no change from the previous two months.

The TPI has increased 25.8 percent since March, 1979 compared to a 14.7 percent advance in the CPI for the same period. Gasoline led all other components for the year with a 68.1 percent rise. Airline fares were up 35.5 percent over the year earlier. Intercity train fares and intercity bus fares rose 17.8 percent and 17.2 percent, respectively. The smallest increase was posted by entertainment services, at 7.1 percent.

1981 TRAVEL OUTLOOK FORUM SET

The *1981 Travel Outlook Forum* will be held Thursday, December 4, 1980 at Loew's L'enfant Plaza Hotel, Washington, DC. This fifth annual symposium, co-sponsored by The Travel Research Association and the U.S. Travel Data Center, will examine the forecasts, challenges, and opportunities the new year will bring for travel and tourism. For further information, contact the Data Center.

VISITOR VOLUME AT NATIONAL PARKS

Region	February, 1980 visits[1] (thousands)	Change from January, 1980 (percent)	Change from February, 1979 (percent)	1980-79 Year-to-date change (percent)
Eastern Gateway	202.0	0.6	-1.7	2.2
Far West	2,188.8	6.2	3.6	12.0
Frontier West	780.3	3.0	-8.6	1.7
G. Washington Country	2,849.9	-34.4	12.1	10.9
Great Lakes Country	132.5	52.1	9.8	11.5
The Islands	562.6	10.1	24.0	12.6
Mountain West	442.2	60.4	2.6	1.2
New England	213.0	13.4	-6.1	-4.0
South	4,316.4	-7.2	4.2	8.4
TOTAL	11,687.6	-10.6	5.4	8.9

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	February,1980	% change from January,1980	% change from February,1979	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,322 million	3.7	11.0	7.8
Car rental/leasing without drivers	$ 366 million	0.5	20.8	18.9
Eating and drinking places	$6,736 million	-1.8	7.4	10.4
Hotel, motels and other lodging places	$2,116 million	-1.3	7.3	10.7
Gasoline service stations	$7,250 million	2.7	30.3	31.0
Commercial lodging demand				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$ 727.4 million	1.7	-3.2	-1.8
Airline passenger traffic[4]				
Domestic revenue passenger-miles	14.5 million	-5.0	0.6	0.9
International revenue passenger-miles	1.4 billion	-16.8	12.5	8.8
Bus passenger traffic[5]				
Intercity bus passenger-miles	.99 million	-14.7	11.2	12.0
Highway traffic volume[6]				
Main rural road vehicle-miles	34.8 billion	-5.4	-3.6	-1.1
Rail passenger traffic[7]				
Amtrak passenger-miles	300,795 million	-7.1	2.9	-0.1
Travel Price Index[8]	270.9	2.7	25.1	24.4
U.S. resident travel[9]				
Total person-trips	39.3 million	-19.1	N/A	-19.3
Vacation person-trips	19.6 million	-26.9	N/A	N/A
Public use of National Parks[10]				
Visits	14,095,600	-0.8	11.0	11.8
Overnight stays	420,400	13.5	-2.5	1.2
Foreign arrivals in U.S.[11]				
From overseas	1,034,803	-15.8	8.9	7.6
From Canada	1,311,689	- 8.8	10.7	4.7
U.S. citizen departures[11]				
To overseas	524,384	16.7	2.9	-3.3
To Canada	373,425	27.4	13.5	10.6
Domestic demand for motor gasoline[12]				
Barrels per day	6,612 thousand	4.8	-9.0	-8.8

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Service and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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WASHINGTON, D.C.

May, 1980

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

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CONGRESSIONAL INFO SER/SRI
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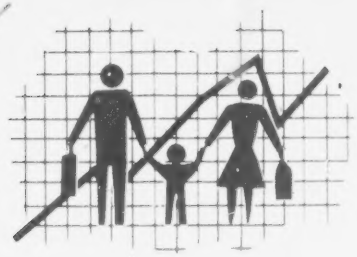
R9375-1



TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

Volume 9, Number 6

June, 1980

ATTENDANCE UP SLIGHTLY AT PARKS AND ATTRACTIONS

During the first quarter of 1980, visitor volume at the nation's parks and attractions registered a modest increase over 1979's first quarter. Facilities participating in the U.S. Travel Data Center continuing National Travel Barometer reported attendance up only 0.3 percent. More than 1,600 national parks, state facilities and private attractions participated during the first quarter (January-March), 1980 period, recording a total of over 91 million visits.

National parks experienced the greatest attendance increase this quarter, receiving 1.3 percent more visitors than one year earlier. GREAT LAKES COUNTRY recorded the strongest growth, with overall national parks visitation up 15.4 percent. The largest decreases in attendance at national parks were posted by EASTERN GATEWAY, down 13.1 percent, followed by NEW ENGLAND, down 6.4 percent.

Attendance at *private attractions* also encountered little growth for the quarter, up 0.9 percent. This is somewhat lower than the 1.3 percent increase reported for the fourth quarter of 1979. GEORGE WASHINGTON COUNTRY posted the greatest rise, up 25.2 percent, followed by GREAT LAKES COUNTRY (7.1 percent), and FRONTIER WEST (5.7 percent). A severe decline was experienced by NEW ENGLAND, down 21.7 percent.

State facilities, down 1.7 percent, suffered the only decrease in overall first quarter attendance from year-earlier levels. Leading the decline were attractions in EASTERN GATEWAY, down 16.1 percent, followed by GEORGE WASHINGTON COUNTRY, down 9.9 percent. The greatest increase in attendance at state facilities was reported by THE SOUTH (11.6 percent), followed by GREAT LAKES COUNTRY (4.3 percent).

Regionally, NEW ENGLAND suffered the most, posting an overall decline of 13.4 percent from first quarter, 1979 attendance levels. EASTERN GATEWAY dropped 6.4 percent, followed by GEORGE WASHINGTON COUNTRY, down 1.5 percent. Gains in overall attendance were posted by GREAT LAKES COUNTRY (5.6 percent), THE ISLANDS (3.4 percent), followed by MOUNTAIN WEST (2.4 percent), and THE SOUTH (1.8 percent). See the table on the following page for first quarter, 1980/79 percent change in visitor volume.

1979 GAS SHORTAGE TOLL HEAVY FOR TRAVEL INDUSTRY

U.S. gasoline shortages during the second and third quarters of 1979 helped depress real industry sales (dollars adjusted for inflation) *nine percent* for 1979's April-September period, and *seven percent for the full year*. In addition, some *250 thousand travel industry employees were laid off* during the period. The restaurant industry posted the highest lay-off rate, with 93 employees per 100 establishments losing their jobs.

These findings are from the *1979 Gasoline Shortage Travel Impact Survey*, conducted by the U.S. Travel Data Center for the Travel Industry Association of America (formerly DATO). Through the cooperation of the official travel development offices of each of the 48 contiguous states and the District of Columbia, the effects of gasoline shortages on motor vehicle tourism during the second and third quarters of 1979 were measured. Sales and employment changes are documented for five sectors: attractions, campgrounds, hotels/motels/resorts, rental car companies, and restaurants.

The Survey also indicates that the MOUNTAIN WEST region suffered the greatest losses in terms of real and dollar sales during the shortage period, while EASTERN GATEWAY registered the highest layoff rate among all regions. Complete Survey results will be available for $25 to nonmembers of the Travel Industry Association of America, 1899 L Street, N.W., Washington, D.C. 20036. Individual state reports are available for $15 each. All TIAA members are being sent copies of the survey results.

NATIONAL TRAVEL BAROMETER, FIRST QUARTER, 1980

Region	National Parks	State Facilities	Private Attractions	All Facilities
New England	- 6.4% (13)[1]	- 2.9% (142)	-21.7% (33)	-13.4 (188)
Eastern Gateway	-13.1 (19)	-16.1 (2)	2.7 (22)	- 6.4 (43)
George Washington Country	2.4 (49)	- 9.9 (100)	25.2 (33)	- 1.5 (182)
The South	1.8 (53)	11.6 (107)	- 2.3 (84)	1.8 (244)
Great Lakes Country	15.4 (18)	4.3 (331)	7.1 (36)	5.6 (385)
Mountain West	- 2.5 (45)	2.0 (31)	4.4 (39)	2.4 (115)
Frontier West	- 2.8 (47)	- 2.8 (62)	5.7 (46)	- 0.7 (155)
Far West	1.2 (38)	- 2.0 (245)	3.0 (30)	0.4 (313)
The Islands	9.2 (8)	N/A	N/A	3.4 (8+)
OVERALL	1.3% (290)	- 1.7% (1020)	0.9% (323)	0.3% (1633+)

[1] The number of facilities reporting in each category is shown in parentheses.

NEW PUBLICATIONS

U.S. food service sales exceeded $100 billion in 1979, an increase of nine percent from the previous year, according to Restaurant Industry Operations Report '79. The report, just released by the National Restaurant Association (NRA) in conjunction with Laventhol & Horwath, also states that the restaurant industry now directly employs more than 4.5 million persons with a cash payroll of $20 billion in 1979. Statistics presented include the cost of sales, return on assets, payroll, occupancy costs, and advertising expenditures. The 28-page report is available at $10 for NRA members, $15 for nonmembers, from the NRA Educational Materials Center, One IBM Plaza, Suite 2600, Chicago, IL 60611.

Last year the U.S. Customs Service cleared nearly 270 million international travelers entering the U.S., with 1980 promising to be an even better year for international travel. The Customs Service offers a number of free pamphlets for international travelers, available at all forty-five District Customs Service Offices. Customs Today, the official magazine of the U.S. Customs Service, is published quarterly and is available free of charge from the U.S. Customs Service, 1301 Constitution Avenue, N.W., Room 6311, Washington, D.C. 20229.

The International Association of Convention & Visitor Bureaus (IACVB) has released a summary of the 1978-79 Convention Income Survey, conducted for it by the U.S. Travel Data Center. Survey findings indicate that an individual convention/trade show attendee gener-

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national, non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Jan L. Nichols, Editor. Patricia Dornan, Production Manager. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $25 per year, U.S., Canada, and Mexico; other foreign countries, $30 per year, payable in U.S. funds only.

ates an average income of $367.29 for the host community. The booklet discusses Survey methodology and highlights results. A detailed analysis of the Survey will be published later this year by the Data Center, and will be sent to Data Center members. The 20-page IACVB booklet is available for $5 per copy from IACVB, 702 Bloomington Road, Champaign, IL 61820.

TRAVEL PRICES POST SMALLEST INCREASE IN 16 MONTHS

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.1 percent in April, the smallest monthly increase since December, 1978. For comparison, the Consumer Price Index (CPI) also rose 1.1 percent on a seasonally unadjusted basis in April, the smallest increase since December, 1979.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 278.9 in April (1967=100).

The cost of taxicab fares led the travel price advance with an increase of 4.4 percent over March. Airline fares posted the second largest increase for the month at 1.7 percent. Gasoline prices rose only 1.0 percent from the March level, considerably slower than during the early part of this year.

The cost of incidentals and lodging while out of town each rose 0.9 percent for the month, while food away from home and entertainment services showed 0.8 percent increases. Intercity bus fares indicated a 0.3 percent rise and intercity train fares showed little change from March.

The TPI has increased 24.8 percent since April, 1979 compared to a 14.7 percent advance in the CPI for the same period. Gasoline led all other components for the year with a 59.7 percent rise. Airline fares were up 37.3 percent over the year earlier period. Taxicab fares and intercity bus fares rose 19.3 percent and 17.0 percent, respectively. Entertainment services posted the smallest increase at 7.1 percent.

VISITOR VOLUME AT NATIONAL PARKS

Region	March, 1980 visits[1] (thousands)	Change from February, 1980 (percent)	Change from March, 1979 (percent)	1980/79 Year-to-date change (percent)
New England	339.5	59.4	- 9.2	- 6.4
Eastern Gateway	232.2	15.0	-31.0	-13.1
G. Washington Country	5,469.2	45.7	- 7.0	2.4
The South	5,518.9	27.9	- 7.4	1.8
Great Lakes Country	143.2	8.1	21.9	15.4
Mountain West	563.2	27.4	- 6.8	- 2.5
Frontier West	1,313.8	68.4	- 7.7	- 2.8
Far West	2,530.0	15.6	-12.9	1.2
The Islands	565.6	0.5	3.2	9.2
TOTAL	16,675.6	31.4	-8.1	1.3

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Discover America Travel Regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, U.S. Virgin Islands.

CURRENT TRAVEL INDICATORS

	March, 1980	% change from February, 1980	% change from March, 1979	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,405 million	5.4	12.9	8.8
Car rental/leasing without drivers	N/A	N/A	N/A	N/A
Eating and drinking places	$6,632 million	0.0	3.5	8.2
Hotels, motels and other lodging places	$2,097 million	0.1	3.5	7.8
Gasoline service stations	$7,358 million	1.0	35.8	35.1
Commercial lodging demand				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$772.8 million	8.8	-9.2	-4.9
Airline passenger traffic[4]				
Domestic revenue passenger-miles	17.3 billion	19.4	-5.0	-1.3
International revenue passenger-miles	4.0 billion	17.7	7.5	8.3
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.23 billion	24.2	6.0	9.7
Highway traffic volume[6]				
Main rural road vehicle-miles	41.6 billion	19.6	-7.9	-3.7
Rail passenger traffic[7]				
Amtrak passenger-miles	364,272 million	21.1	1.5	0.5
Travel Price Index[8]	276.0	1.9	25.8	24.9
U.S. resident travel[9]				
Total person-trips	38.2 million	-2.8	-57.5	-36.3
Vacation person-trips	22.0 million	12.2	-50.5	N/A
Public use of national parks[10]				
Visits	16,700,000	27.5	-9.7	2.4
Overnight stays	619,600	47.4	-5.2	-1.4
Foreign arrivals in U.S.[11]				
From overseas	1,307,419	24.0	9.7	8.9
From Canada	1,034,510	65.5	1.6	3.3
U.S. citizen departures[11]				
To overseas	627,924	19.0	3.1	-0.7
To Canada	393,578	5.4	-3.6	2.9
Motor gasoline supplied[12]				
Barrels per day	6,376 thousand	-3.6	-11.7	-9.8

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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June, 1980

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

I R9375-1

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

Volume 9, Number 7 July, 1980

TRAVEL MIXED IN MAY, VACATION INTENTIONS STILL STRONG

Adjusting to continued unfavorable economic conditions, consumers cut back considerably on weekend and day trips in May. Vacation travel was off somewhat less, with a severe decline in pleasure travel to foreign destinations. However, consumer intentions to take vacation trips this summer remain high.

"Consumers are trying hard to fit travel away from home into budgets squeezed by inflation and reduced employment opportunities," according to Data Center Director, Doug Frechtling. "They are eliminating marginal trips, traveling closer to home, and opting for the automobile rather than the airplane to make sure they can afford their traditional vacation trip." It is significant to note that the 15 percent decline in travel during May, 1980, as compared to the previous year, was concentrated in lower income groups. Households with incomes greater than $30,000 actually boosted their travel sharply.

These are results from the U. S. Travel Data Center's monthly *National Travel Survey* conducted in June, 1980. The Survey includes telephone interviews with more than one thousand U. S. adults each month, with results projectable to the total population. The complete monthly results are available by subscription only; selected data are published quarterly by the Data Center.

The June Survey found that 22 percent of U. S. adults traveled away from home in May, recording 76.9 million person-trips for all purposes, and 42.8 million vacation person-trips. Thirty-eight percent of the American public plans to take a vacation trip during the summer months. This is identical to the responses given in the June, 1979 Survey, before gasoline shortages became widespread, and indicates vacation travel this summer should exceed last year's.

TRAVEL INDUSTRY RECEIPTS DIMINISH IN 4TH QUARTER 1979

In terms of current dollars, U. S. travel industry receipts continued to outpace the growth in the nation's Gross National Product during the fourth quarter, 1979 according to the Data Center's QUARTERLY TRAVEL TRENDS series. However, after adjusting dollar receipts for inflation, the travel industry actually lost ground. Fourth quarter travel industry receipts *dropped 3.4 percent from the 1978 levels*.

Travel prices for the October-December period soared more than 20 percent over the previous year, dominated by the 50-percent rise in gasoline prices. Travel prices far outpaced the growth costs of all consumer goods and services. In the face of soaring gasoline prices, travel by automobile dropped nearly three percent from the 1978 total, leading the decline in overall travel volume.

Despite rampant inflation, reduced travel volume and declining real receipts, there were some bright spots in the travel industry during the fourth quarter. Increased foreign arrivals continued to produce a favorable overseas tourist balance with more than one-half million more visitors recorded than one year earlier. Travel industry employment continued to outpace the total U. S. employment for the fourth quarter. Overall attendance at the nation's parks and attractions rose more than two percent in the year's final period after suffering major declines during the second and third quarters of 1979.

These findings result from the Data Center's 1979 QUARTERLY TRAVEL TRENDS series. The *Fourth Quarter Report* is now available, summarizing travel industry receipts, profits, prices and employment; travel volume; petroleum supplies; attendance at U. S. parks and attractions; and travel to and from U.S. destinations. The 30-page quarterly report will be sent to Data Center members. Copies are available to others at $10 each, plus $2 shipping and handling (please enclose payment with each order).

INTERNATIONAL TRAVEL DEFICIT HITS NINE-YEAR LOW

The U. S. international travel deficit, including total travel and passenger fare payments, dropped to $2.5 billion in 1979, the lowest level since 1970. The decline represents a 25 percent increase in U. S. travel receipts from foreign visitors, outpacing the 12 percent rise in U. S. travel payments.

Since 1970, U. S. travel and passenger fare payments more than doubled, with a compound yearly increase of 10.3 percent. Travel and passenger fare receipts more than tripled, averaging a 15.6 percent compound annual increase. Americans paid $12.5 billion to foreign countries for travel in 1979, including $3.1 billion in payments to foreign carriers. Receipts from foreign travelers totaled $10.0 billion, with $1.7 billion paid to U. S. carriers.

A complete report on international travel and passenger fares, 1970-79, is published in the May issue of *Survey of Current Business*, published by the Commerce Department's Bureau of Economic Analysis. Copies are available for $1.90 each, or by annual subscription for $35 (U. S. first class delivery) from the Superintendent of Documents, U. S. Government Printing Office, Washington, DC 20402.

CONSUMER CONFIDENCE ON UPSWING

For the first time in eight months, consumer confidence has improved, according to a recent report from The Conference Board. The Consumer Confidence Index (1969-1970=100) climbed to 48 in June, a gain of nearly six points over May. The Buying Plans Index also posted a rise in June, closing at 87.2, up 11 points from May.

Vacation plans in June were about the same as reported by the April survey results, the last time this item was included in the survey. Conducted by National Family Opinion, Inc. for The Conference Board, the survey covers 5,000 U.S. households monthly. Some 43 percent of these households reported plans to take a vacation within the next six months, indicating little change since the first of the year. However, plans to visit a foreign country have been falling over the last six months.

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TRAVEL PRICE RISE REFLECTS 1978 LEVEL

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI) rose 0.6 percent in May, *the smallest monthly increase since December, 1978*. For comparison, the Consumer Price Index (CPI) rose 1.0 percent on a seasonally unadjusted basis in May, slower than the increase posted the previous month.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 280.8 in May (1967=100).

The cost of intercity train fares led the travel price advance with an increase of 5.4 percent over April. Airline fares showed the next largest increase for the month at 2.2 percent. Taxicab fares rose 1.4 percent for the month, considerably slower than the April increase.

The cost of entertainment services rose 0.8 percent in May, closely followed by the 0.7 percent rise in intercity bus fares. Food away from home and incidentals rose 0.6 percent and 0.4 percent respectively, for the month. Gasoline prices rose only 0.2 percent from the April level, as did the cost of lodging.

The TPI has increased 23.4 percent since May, 1979 compared to a 14.4 percent advance in the CPI for the same period. Gasoline led all other components for the year with a 51.6 percent rise. Airline fares were up 39.4 percent over the year earlier period. Intercity train fares and taxicab fares rose 21.8 percent and 20.2 percent, respectively. Entertainment services posted the smallest increase for the year at 6.6 percent.

WESTERN TOURISM CONFERENCE ANNOUNCED

The *1980 Western Tourism Conference* is slated for December 8-10 at the South Coast Plaza Hotel, Orange County, California. This third annual conference is being planned to meet the continuing need for industrywide educational exchange. For further information, contact Fran Schwartz, California Association of Convention and Visitors Bureaus, 9911 W. Pico Blvd., Suite 630, Los Angeles, CA 90035, phone (213) 556-0513.

VISITOR VOLUME AT NATIONAL PARKS

Region	April, 1980 visits[1] (thousands)	Change from March, 1980 (percent)	Change from April, 1979 (percent)	1980/79 Year-to-date change (percent)
New England	775.2	128.3	-2.7	-4.6
Eastern Gateway	298.3	28.4	-27.7	-19.5
G. Washington Country	7629.6	40.7	-4.6	-0.4
The South	6797.1	23.2	-4.4	-0.3
Great Lakes Country	235.9	64.7	16.8	15.9
Mountain West	863.5	53.3	0.7	-1.2
Frontier West	1509.2	14.9	-7.4	-4.6
Far West	1224.6	14.6	-10.3	-0.8
The Islands	471.7	-16.6	-1.1	6.7
TOTAL	19805.5	30.6	-5.2	-0.9

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Discover America Travel Regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, U.S. Virgin Islands.

CURRENT TRAVEL INDICATORS	April, 1980	% change from March, 1980	% change from April, 1979	Year-to-date % change 1980 from 1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,339 million	-3.8	7.6	8.8
Car rental/leasing without drivers	$ 397 million	-1.5	17.1	17.7
Eating and drinking places	$6,689 million	0.0	8.2	8.5
Hotels, motels and other lodging places	$2,037 million	-3.3	-0.5	5.8
Gasoline service stations	$7,520 million	0.2	34.6	35.6
Commercial lodging demand				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$724.3 million	-6.7	-11.4	-6.5
Airline passenger traffic[4]				
Domestic revenue passenger-miles	15.8 billion	-8.8	-2.1	-1.5
International revenue passenger-miles	4.0 billion	-0.5	0.8	6.1
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.34 billion	8.9	-3.6	5.1
Highway traffic volume[6]				
Main rural road vehicle-miles	43.3 billion	4.2	-5.4	-4.2
Rail passenger traffic[7]				
Amtrak passenger-miles	376,337 thousand	3.3	-12.4	-3.4
Travel Price Index[8]	278.9	1.1	24.8	24.9
U.S. resident travel[9]				
Total person-trips	70.0 million	83.0	-7.0	-28.4
Vacation person-trips	31.4 million	42.7	-18.2	N/A
Public use of national parks[10]				
Visits	21,516,400	28.8	-7.3	0.4
Overnight stays	729,800	17.8	-28.0	-12.3
Foreign arrivals in U.S.[11]				
From overseas	714,798	-4.0	2.0	10.7
From Canada	1,005,881	-2.8	-5.4	0.5
U.S. citizen departures[11]				
To overseas	606,604	-3.4	-7.5	-2.7
To Canada	521,465	32.5	-4.9	0.1
Motor gasoline supplied[12]				
Barrels per day	6,796 thousand	6.6	-3.8	-8.3

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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July, 1980

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

04373 TDC 0381 36
JEANNE LONG ACQ EDIT
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X 7101 WISCONSIN AVE NW
X WASHINGTON DC 20014

R 9375-1

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

Volume 9, Number 8 August, 1980

TRAVEL DEPRESSED IN 1980'S FIRST QUARTER

The unusual combination of a declining economy, soaring interest rates, government restrictions and double-digit inflation present during the first quarter of 1980 sharply depressed travel away from home in the U.S., as measured by the U.S. Travel Data Center's *National Travel Survey*. According to the Survey, total person-trips taken by Americans during the first quarter period dropped from 198.7 million recorded in 1979 to 126.0 million in 1980.

Personal motor vehicle travel accounted for only 93.6 million person-trips during the first quarter of 1980, compared to 160.9 million person-trips in the same period of 1979. Slightly less than one-quarter of all person-trips during both years involved straight-line, round-trip distances of 1,000 miles or more and all but 10 percent of total travel included at least one night spent away from home.

A slightly greater percentage of first quarter, 1980 travel involved nights spent in commercial lodging (hotels, motels and motor hotels) than in 1979, while a smaller percentage included the use of friends' and relatives' homes or campers, recreational vehicles and tents as overnight accommodations.

A greater decline in automobile, truck, and recreational vehicle travel than in air travel boosted the airlines' share of total first quarter travel from 14 percent in 1979 to 20 percent in 1980. Personal motor vehicle travel fell from 82 percent to 75 percent of total person-trips.

Three regions shared the position of top travel producer this quarter. The South, Frontier West, and Far West each generated approximately 18 percent of all person-trips during the first three months of 1980. The South remained the number one travel destination region, receiving 25 percent of all person-trips for the period. The Survey showed that small SMSA's (less than one million people) garnered the largest share of travel this quarter with 37 percent of all person-trips.

These and other findings are published in the U.S. Travel Data Center's *1980 National Travel Survey: First Quarter Report*. The Survey gathers information on all essential aspects of U.S. travel from a monthly sample of 1,000 U.S. adults. Quarterly reports summarize total U.S. travel, covering air and auto travel, business/convention travel, vacation travel and more, with comparisons to 1979. The 130-page First Quarter Report is sent to all members of the Data Center and is available to others for $17.00 (plus $2.00 shipping and handling). Nonmembers, please enclose payment with order.

BEST AVAILABLE COPY

TRAVEL OUTLOOK FORUM ANNOUNCED

Prospects for tourism and the travel industry in 1981 will be the subject of the *1981 TRAVEL OUTLOOK FORUM,* to be held *Thursday, December 4, 1980,* at Loews L'Enfant Plaza Hotel, Washington, D.C. This sixth annual symposium, co-sponsored by the U.S. Travel Data Center and The Travel Research Association, will examine the forecasts, challenges and opportunities in travel and tourism for the coming year.

The one-day conference will focus on consumer behavior and trends affecting travel, with industry representatives from all major sectors presenting views on the economic outlook; lodging; food service; theme parks, travel/tour trade; auto, bus, rail and air travel, auto rental; and the international travel outlook. For further information on the conference, contact the U.S. Travel Data Center.

NEW PUBLICATIONS

The first edition of the *International Directory of Leisure Information Resource Centers* has been jointly published by the World Leisure and Recreation Association and the University of Waterloo. The directory provides a 1980 listing of information centers existing in 19 countries, indexed by country, subject, and center. The purpose of the directory is to enhance the reader's awareness of the nature of leisure and recreation research collections around the world, and provide a factual basis to help develop an extensive information network system, tentatively titled LINK. Copies of the 172-page LINK directory are available for $14.00 each (postpaid) from the World Leisure and Recreation Association, United Nations Plaza, 345 East 46th Street, New York, NY 10017.

Harris, Kerr, Forster & Company has released a new special report, *Trends in Destination Advertising Expenditures in U.S. Measured Media.* The publication is designed for marketing executives representing destinations, accommodations, airlines, credit cards, tour operators, car rentals, travel agencies and others. Trends for both domestic and foreign destinations for 1979 are presented. Included for the first time are the major adverising efforts mounted by cities, regions, and resorts. Complimentary copies of the report are available from Harris, Kerr, Forster & Company, 420 Lexington Avenue, New York, NY 10017.

The *Annual Report to Congress of the Civil Aeronautics Board* covering fiscal year 1978 has been published. The publication highlights events of 1978, including policy decisions related to the Airline Deregulation Act of 1978. Sections are devoted to discussions of the route program, rate regulation, subsidy, economic analysis, consumer protection, legislative developments, international air transportation, and more, with accompanying tables. The 143-page report is available for $4.25 per copy (postpaid) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Refer to Stock No. 003-006-00094-8.

WELCOME TO THE DATA CENTER

The U.S. Travel Data Center is pleased to welcome the following new Local and State members: Alabama Mountain Lakes Association; Denver & Colorado Convention & Visitors Bureau; El Paso Convention & Visitors Bureau; Hershey Entertainment & Resort Corporation; Lafayette, Louisiana Convention & Visitors Bureau; Maine Publicity Bureau (renewal); MTI Vacations, Oak Brook, Illinois, and the State of New Hampshire (renewal).

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national, non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Jan L. Nichols, Editor. Patricia Dornan, Production Manager. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $25 per year, U.S., Canada, and Mexico; other foreign countries, $30 per year, payable in U.S. funds only.

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TRAVEL PRICES SHOW ONLY SLIGHT RISE

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's *Travel Price Index* (TPI), rose 0.8 percent in June, up somewhat faster than the May, 1980, increase. For comparison, the Consumer Price Index rose 1.1 percent on a seasonally unadjusted basis in June, the second month in a row it has risen faster than travel prices.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 283.1 in June (1967=100).

The cost of intercity train fares led the monthly travel price advance with an increase of 2.1 percent, closely followed by airline fares at 2.0 percent. Food away from home, lodging while out of town and taxicab fares all posted 0.8 percent rises for the month.

The cost of entertainment services rose 0.6 percent in June, followed by a 0.3 percent rise in incidentals. Gasoline prices rose only 0.2 percent, the same increase posted one month earlier. Intercity bus fares showed the smallest rise from the May level at 0.1 percent.

The TPI has increased 22.2 percent over the year since June, 1979 compared to a 14.3 percent advance in the CPI for the same period. Gasoline led all other components for the year with a 42.0 percent rise, closely followed by airline fares at 41.8 percent. Intercity train fares and taxicab fares rose 24.3 percent and 20.6 percent respectively. Entertainment services posted the smallest annual increase at 7.2 percent.

VISITOR VOLUME AT NATIONAL PARKS

Region	May, 1980 visits[1] (thousands)	Change from April, 1980 (percent)	Change from May, 1979 (percent)	1979/80 Year-to-date change (percent)
New England	1,033.7	33.3	5.2	-0.8
Eastern Gateway	1,001.3	144.1	34.3	0.1
G. Washington Country	8,229.9	5.5	-0.8	-0.5
The South	7,352.1	8.2	-1.5	-0.6
Great Lakes Country	559.1	137.0	37.2	25.6
Mountain West	1,646.6	120.9	4.3	1.2
Frontier West	2,371.0	44.2	11.3	0.4
Far West	1,714.7	40.0	19.9	5.1
The Islands	493.0	4.5	19.6	8.9
TOTAL	24,401.4	21.4	5.2	0.9

[1] Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	May, 1980	% change from April, 1980	% change from May, 1979	Year-to-date % change 1980/1979
Establishment receipts or retail sales[1]				
Amusement and recreation services	2,258 million	-5.6	7.6	9.1
Car rental/leasing without drivers	398 million	0.8	19.9	18.0
Eating and drinking places	6,493 million	-3.1	7.7	8.4
Hotels, motels and other lodging places	2,032 million	-0.2	3.9	6.9
Gasoline service stations	7,377 million	-2.6	28.8	34.4
Commercial lodging demand				
Hotel/motel occupancy rate[2]	69.2	-2.8	-2.9	-3.3
Real demand for commercial	752.8 million	3.9	-9.4	-7.1
Airline passenger traffic[4]				
Domestic revenue passenger-miles	15.3 billion	-2.9	-1.6	-1.5
International revenue passenger miles	4.5 billion	11.9	4.3	5.8
Bus passenger traffic[5]				
Intercity bus passenger miles	1.47 billion	9.7	-1.3	3.5
Highway traffic volume[6]				
Main rural road vehicle-miles	46.3 billion	7.1	-2.9	-4.0
Rail passenger traffic[7]				
Amtrak passenger miles	364,351 thousand	-3.2	-14.0	-5.9
Travel Price Index[8]	280.8	0.8	22.2	24.2
U.S. resident travel[9]				
Total person-trips	76.9 million	9.9	-15.0	-25.1
Vacation person-trips	42.8 million	36.3	-12.5	NA
Public Use of National Parks[10]				
Visits	26,720,000	24.2	3.6	2.2
Overnight stays	1,378,500	88.9	1.6	-3.4
Foreign arrivals in U.S.[11]				
From overseas	814,948	14.0	16.2	11.0
From Canada	883,567	-12.2	2.4	0.9
U.S Citizen departures[11]				
To overseas	748,392	20.0	1.4	-1.1
To Canada	968,268	85.7	8.1	3.0
Domestic demand for motor gasoline[13]				
Barrels per day	6,735 thousand	-0.9	-6.5	-7.9

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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August, 1980

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

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TRAVEL PRINTOUT

SEPTEMBER, 1980
Research News for the U.S. Travel Industry

U.S. Travel Data Center

Volume 9, Number 9

SURVEY PROFILES THE AMERICAN TRAVELER

Sixty-two percent of all adult Americans took at least one trip away from home in 1979. This figure, part of the 1979 NATIONAL TRAVEL SURVEY: FULL YEAR REPORT, was recently released by the U.S. Travel Data Center, the national non-profit center for travel and tourism research.

Using the results of the 1979 NATIONAL TRAVEL SURVEY, a profile of the most frequently occurring types of trips and travelers can be developed.

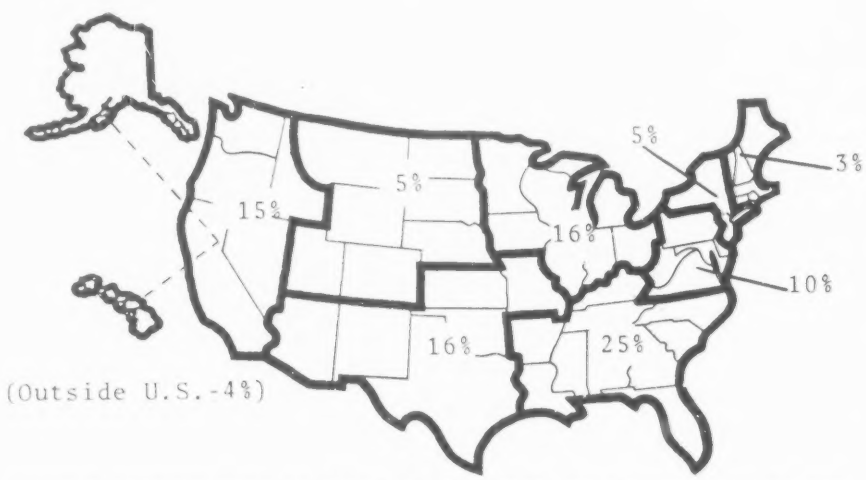
According to the SURVEY, the average traveler in 1979 had an annual family income of $10,000-$19,000 (30% of total person-trips), and most frequently resided in a small SMSA (40%), and in The South (23%).

The majority of person-trips involved vacation travel (56%), covered less than 600 round-trip miles (63%), was destined for a U.S. non-metropolitan area (46%), and did not involve the services of a travel agent (90%). The South was the most popular of the 9 destination regions for U.S. travelers with 25 percent of all person-trips.

The average traveler used an automobile, truck, or recreational vehicle as the primary means of transportation (83%), stayed two to three nights away from home (41%), with friends or relatives (46%), and ususally for the purpose of visiting with them (38%) or for other pleasure activities (35%).

The U.S. Travel Data Center conducts a telephone survey of 1,000 adults every month, which gathers information on major aspects of travel behavior.

The 1979 NATIONAL TRAVEL SURVEY: FULL YEAR REPORT may be purchased for $27.00 prepaid from the U.S. Travel Data Center, 1899 L St., N.W., Washington, D.C. 20036



PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY DESTINATION REGION
FULL YEAR, 1979

TRAVEL PRICE INDEX

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 0.4 percent in July, the smallest increase since September, 1979.

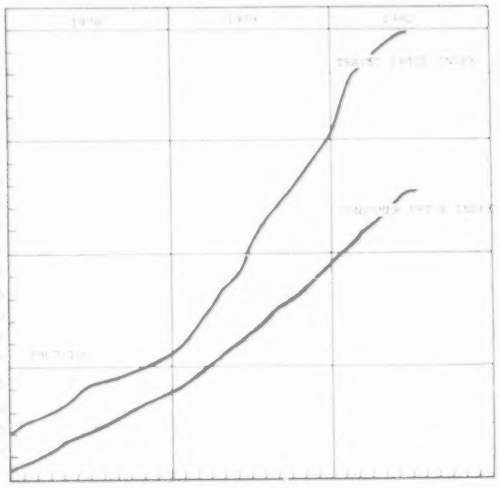
For comparison, the Consumer Price Index (CPI) rose 0.1 percent on a seasonally unadjusted basis in July, the smallest increase since January, 1972.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in this county, stood at 284.3 in July (1967=100).

The cost of entertainment services led the travel price advance with an increase of 0.8 percent over June. Lodging while out of town showed the next largest increase for the month at 0.6 percent. Food away from home, airline fares and taxicab fares posted increases of 0.5 percent each.

Gasoline prices and intercity bus fares rose only 0.1 percent from the June level, while intercity train fares and incidentals showed little to no change.

The TPI has increased 20.1 percent since July, 1979, compared to a 13.2 percent advance in the CPI for the same period. Airline fares led all other components for the year with a 39.5 percent rise. Gasoline prices were up 34.5 percent over the year earlier period. Taxicab fares and intercity train fares rose 19.4 percent and 18.1 percent, respectively. Entertainment services posted the smallest increase for the year at 7.7 percent.



Travel prices rise faster than other prices.

HOW WILL THE CONSUMER REACT TO THE SHRINKING TRAVEL DOLLAR?

Budget cuts by family and company create rapid changes in the marketplace, especially in the travel/tourism industry. How quickly will the industry adapt? That depends on how travel firms profit from the 1981 TRAVEL OUTLOOK FORUM.

On December 4, leaders from all major sectors of the travel industry will meet at Loew's L'enfant Plaza Hotel, Washington, D.C., to examine forecasts for the coming year.

Among those who will address the FORUM are Earl Ditmars, Vice President in charge of Forecasts, Research, and Traffic of American Airlines, Ned DeWitt, President of Six Flags, Inc.; Joe Smith, President of Oxtoby-Smith, Inc.; and Douglas C. Frechtling, Director of the U.S. Travel Data Center.

This is the sixth annual symposium co-sponsored by the U.S. Travel Data Center and The Travel Research Association. For further information on attending the conference, contact the U.S. Travel Data Center.

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STATE STUDIES STIMULATE LOCAL INTEREST IN TOURISM

Special travel industry studies for Missouri and Texas were completed recently, fulfilling Data Center contracts with travel offices in those states.

The studies stimulated local interest in both states. Editorials appearing in many Missouri newspapers called for increased efforts to draw visitors and travel expenditures to local attractions. The Texas report spurred competition between counties vying for top position in travel impact.

In both states, the reports have an important role in planning the strategy for attracting potential travelers. "Your data is given such credibility down here," Frank Hildebrand, Executive Director of the Texas Tourist Development Agency, told the Data Center.

Charles Boyd, Director of the Missouri Division of Tourism, said, "Lack of statistical studies has been the bane of existence for tourism." In 1977, the Ozark Regional Commission contracted a Data Center study which included Missouri. As a result, Boyd continued, "We felt it was important to fund a 1979 study ourselves."

The special state studies focus on the expenditures of travelers in each county, the number of employees supported by these expenditures and their payroll in each county, and the state and local tax receipts generated in each.

In addition to Missouri and Texas, eleven other states have contracted for 1979 travel economic impact studies. For further information on special studies, contact the Data Center.

VISITOR VOLUME AT NATIONAL PARKS

Region	June, 1980 visits[1] (thousands)	Change from May, 1980 (percent)	Change from June, 1979 (percent)	1980-79 Year-to-date change (percent)
New England	1,507.6	45.8	-4.9	-2.4
Eastern Gateway	2,028.5	102.6	47.8	19.3
G. Washington Country	7,088.1	-13.9	11.1	1.6
The South	8,627.8	17.4	10.6	1.8
Great Lakes Country	816.6	39.8	-1.1	13.1
Mountain West	3,743.1	115.7	-1.3	-0.1
Frontier West	2,776.5	17.1	3.7	1.3
Far West	4,658.6	19.9	10.0	6.5
The Islands	526.0	6.7	28.2	11.7
TOTAL	31,772.8	19.1	9.2	3.0

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Discover America Travel Regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, U.S. Virgin Islands.

	June, 1980	% change from May, 1980	% change from June, 1979	Year-to-date % change 1980/1979
CURRENT TRAVEL INDICATORS				
Establishment receipts or retail sales[1]				
Amusement and recreation services	$ 2,173 million	-4.4	5.2	8.6
Car rental/leasing without drivers	$ 398 million	2.6	16.0	17.1
Eating and drinking places	$ 6,513 million	-0.1	7.1	8.2
Hotels, motels and other lodging places	$ 2,060 million	1.6	5.7	6.7
Gasoline service stations	$ 7,667 million	1.8	31.0	34.3
Commercial lodging demand				
Hotel/motel occupancy rate[2]	74.6 percent	7.5	-1.4	-3.0
Real demand for commercial lodging[3]	$ 790.9 million	5.3	-9.7	-7.6
Airline passenger traffic[4]				
Domestic revenue passenger-miles	17.4 billion	14.7	-4.0	-2.0
International revenue passenger-miles	5.0 billion	12.1	-2.0	4.2
Bus passenger traffic[5]				
Intercity bus passenger-miles	1.76 billion	19.7	-2.2	2.2
Highway traffic volume[6]				
Main rural road vehicle-miles	47.1 billion	1.5	-0.2	-3.2
Rail passenger traffic[7]				
Amtrak passenger miles	446,703 thousand	22.6	-13.0	-7.4
Travel Price Index[8]	283.1	0.8	22.2	24.2
U.S. resident travel[9]				
Total person-trips	98.6 million	28.2	-5.6	-20.8
Vacation person-trips	64.9 million	51.6	-1.2	NA
Public use of national parks[10]				
Visits	31,799,100	19.0	2.5	2.5
Overnight stays	2,360,500	71.2	5.6	0.0
Foreign arrivals in U.S.[11]				
From overseas	899,325	10.4	9.9	10.8
From Canada	867,764	-1.8	12.2	2.6
U.S. citizen departures[11]				
To overseas	909,115	21.5	0.9	-0.6
To Canada	1,428,885	47.6	-10.8	-2.4
Domestic demand for motor gasoline				
Barrels per day	6,645 thousand	-1.3	-7.5	-7.9

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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SEPTEMBER, 1980
TRAVEL PRINTOUT
Research News for the U.S. Travel Industry

R9375-1 B

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

Volume 9, Number 10

NATIONAL TRAVEL BAROMETER

PARK/ATTRACTION VISITOR VOLUME CONTINUES TO RISE

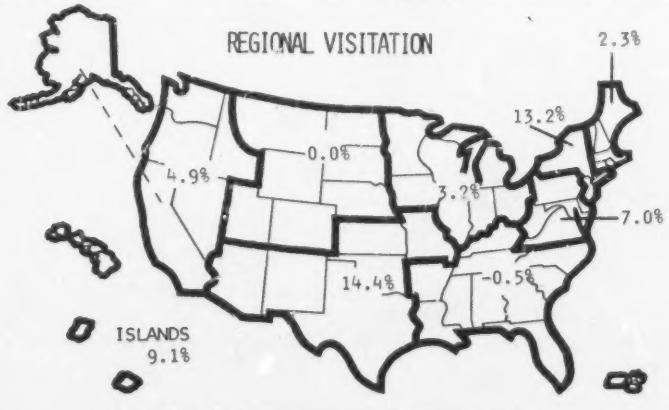
Visitor volume at the nation's parks and attractions rose again for the third quarter in a row. Facilities particilpating in the Data Center's National Travel Barometer reported attendance up 5.2 percent over the similar quarter in 1979. More than 2,000 national parks, state parks and recreation facilities, and private attractions participated in the second quarter survey (April-June), reporting over 237 million visits. The FRONTIER WEST led all regions with an attendance increase of 14.4 percent.

State facilities experienced the largest attendance growth this quarter, reporting 6.9 percent more visitors than one year earlier. This is considerably better than the 1.7 percent decline registered in the first quarter. The EASTERN GATEWAY showed the greatest growth, while the MOUNTAIN WEST registered the highest decline.

Visitor volume at private attractions was up 4.0 percent over 1979, after less than one percent growth in the first quarter. The FRONTIER WEST provided the highest rate of visitation growth, up 12.2 percent. The EASTERN GATEWAY showed the poorest growth rate, up only 1.0 percent.

National park attendance was up only 3.8 percent in the second quarter, but this was three times the growth posted in the preceding quarter. The EASTERN GATEWAY region was up 28.1 percent and led all others. The least growth was posted by the MOUNTAIN WEST region, up only 0.4 percent.

For the year to date, visitor volume is up 3.8 percent, with state facilities showing the highest rate of increase. National parks and private attractions posted growth rates of 3.0 percent each over 1979 first half. The EASTERN GATEWAY region led all others, up 10.7 percent.



TRAVEL BAROMETER PERCENT CHANGE
BETWEEN SECOND QUARTERS, 1979 AND 1980

The following table (see page 2) details the visitor volume growth for the quarter over 1979.

The National Travel Barometer is compiled quarterly by the U.S. Travel Data Center, based on data returned by participating facilities. Results of the Barometer are available only through subscription to TRAVEL PRINTOUT or by participating in quarterly studies.##

NATIONAL TRAVEL BAROMETER, SECOND QUARTER, 1980

Region	National Parks	State Facilities	Private Attractions	All Facilities
New England	-1.4% (13)	5.3% (141)	4.3% (27)	2.3% (181)
Eastern Gateway	28.1 (19)	34.8 (44)	1.0 (32)	13.2 (95)
G. Washington Country	1.2 (50)	15.0 (225)	10.3 (45)	7.0 (320)
The South	1.8 (53)	-3.6 (83)	-1.9 (89)	-0.5 (225)
Great Lakes Country	12.6 (18)	4.4 (414)	-3.8 (50)	3.2 (482)
Mountain West	0.4 (45)	-3.9 (63)	4.6 (46)	0.0 (154)
Frontier West	3.1 (47)	21.3 (118)	12.2 (76)	14.4 (241)
Far West	10.5 (38)	1.6 (385)	9.2 (35)	4.9 (458)
The Islands	14.7 (8)	N/A	N/A	9.1 (8)
OVERALL	3.8 (291)	6.9 (1473)	4.0 (400)	5.2 (2164)

[1]The number of facilities reporting in each category is shown in parentheses.

VACATION TRAVEL UP IN JULY ACCORDING TO NATIONAL TRAVEL SURVEY RESULTS

Shaking off months of discouraging economic news, Americans took more vacation trips in July, and stayed away from home longer, than they did in 1979. However, it is clear current economic conditions are depressing travel by lower income groups.

According to the U.S. Travel Data Center's National Travel Survey conducted in August, Americans took 113.4 million person-trips away from home in July for all purposes, including 87.3 million vacation person-trips. A person-trip is one person traveling to a place 100 miles or more away from home.

Business/convention travel and weekend travel appear to be suffering from soaring prices and declining economic activity. Trips involving commercial lodging accommodations were also down in July from the year-earlier level.

"Recession and inflation are depressing travel by lower income families and business people, a change from patterns during the gasoline-short months of 1979," noted Dr. Douglas C. Frechtling, Director of the U.S. Travel Data Center. "Last year, most Americans reduced summer travel, while this year they can take their vacation trips by economizing on transportation and other items characterized by high price inflation."

The Data Center's National Travel Survey is conducted by telephone monthly and samples more than one thousand U.S. adults. The monthly results are projectable to the total U.S. population and are available by subscription.

Thirty-nine percent of U.S. adults are planning to take a vacation trip in the next six months, unchanged from the proportion estimated in August, 1979. Sixty-nine percent plan to travel by auto, truck, or recreational vehicle, while 23 percent have chosen air transportation.##

WHO ARE THE LEADERS IN TOURISM?

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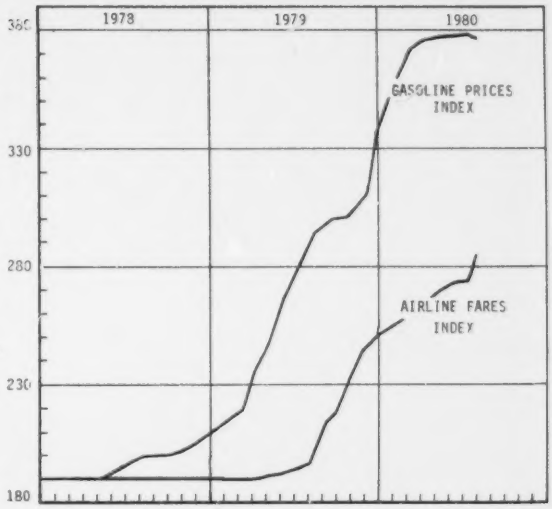
AIRLINE FARES LEAD AUGUST PRICE ADVANCE

The cost of travel away from home in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.2 percent in August, considerably faster than the 0.4 percent increase registered in July. For comparison, the Consumer Price Index rose 0.7 percent in August, about one-half the increase of the TPI.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 287.6 in August (1967=100).

Airline fares posted the largest increase among TPI components increasing 4.7 percent for the month. Intercity bus fares followed with a 1.3 percent rate of growth. Gasoline prices actually declined by 0.2 percent, while intercity train fares showed no movement at all over the July figures.



Airline fares, once stable, now exceed gasoline prices in rate of increase.

The TPI has increased 19.2 percent since August, 1979, compared to the 12.8 percent advance posted by the CPI. Airline fares lead all other TPI components with an advance of 41.2 percent, followed by gasoline prices, up 28.7 percent. Entertainment services have increased only 7.9 percent over this 12-month period, the smallest increase among all TPI components.##

BRIEFS

September Travel Printout was edited by Ida Simmons, who joined the Data Center staff on August 4 as Manager of Communications.

The Data Center is pleased to announce the addition of Bill Evans to the staff. Evans, who replaced Ron Riggins as economic analyst, joined the Data Center on September 25.

VISITOR VOLUME AT NATIONAL PARKS

Region	July, 1980 visits[1] (thousands)	Change from June, 1980 (percent)	Change from July, 1979 (percent)	1980/79 Year-to-date change (percent)
New England	2,203.2	46.1	38.8	9.0
Eastern Gateway	3,766.1	85.7	-23.6	-6.0
G. Washington Country	8,420.7	22.7	14.7	4.3
The South	9,645.5	11.8	14.4	4.1
Great Lakes Country	1,125.9	37.9	-3.0	6.7
Mountain West	5,570.9	48.8	7.6	3.0
Frontier West	2,921.2	5.2	-5.9	-0.5
Far West	6,823.1	46.5	26.1	11.5
The Islands	472.7	-10.1	-4.0	9.4
TOTAL	40,949.3	29.8	9.1	4.5

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the Discover America Travel Regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, U.S. Virgin Islands.

	July, 1980	% change from June, 1980	% change from July, 1979	Year-to-date % change 1980/1979
CURRENT TRAVEL INDICATORS				
Establishment receipts or retail sales[1]				
Amusement and recreation services	$2,172 million	-4.3	5.7	9.0
Car rental/leasing without drivers	$ 421 million	4.5	19.9	17.0
Eating and drinking places	$6,585 million	0.1	7.6	8.3
Hotels, motels and other lodging places	$2,003 million	-3.1	10.5	7.3
Gasoline service stations	$7,961 million	1.4	34.5	34.8
Commercial lodging demand				
Hotel/motel occupancy rate[2]	72.1 percent	-3.4	-0.8	-2.6
Real demand for commercial lodging[3]	$890.3 million	9.7	-2.2	-6.7
Airline passenger traffic[4]				
Domestic revenue passenger-miles	17.8 billion	2.4	-8.6	-3.1
International revenue passenger-miles	5.8 billion	14.0	0.1	3.4
Bus passenger traffic[5]				
Intercity bus passenger-miles	2.00 billion	13.6	-1.5	1.4
Highway traffic volume[6]				
Main rural road vehicle-miles	50.7 billion	7.7	2.0	2.4
Rail passenger traffic[7]				
Amtrak passenger-miles	514.7 million	15.2	-10.5	-3.0
Travel Price Index[8]	284.3	0.4	20.1	23.5
U.S. resident travel[9]				
Total person-trips	113.4 million	15.0	-6.5	-19.4
Vacation person-trips	87.3 million	34.5	1.5	N/A
Public use of national parks[10]				
Visits	42,986,300	35.3	7.3	5.1
Overnight stays	3,254,700	37.9	5.8	2.4
Foreign Arrivals[11]				
From overseas	1,124,398	25.0	7.9	13.0
From Canada	1,574,484	81.4	14.3	5.2
U.S. citizen departures[11]				
To overseas	930,157	2.3	-6.4	-0.6
To Canada	2,169,545	51.8	0.4	-1.1
Domestic demand for motor gasoline[13]				
Barrels per day	6,754 thousand	1.6	-1.4	-7.0

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [5]Class I carrier regular route and charter service. Source: American Bus Association. [6]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [7]Source: National Railroad Passenger Corporation (Amtrak). [8]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [9]Source: U.S. Travel Data Center. [10]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [11]Source: U.S. Travel Data Center and Nettleton Travel Research Center. [12]Preliminary; Source: U.S. Department of Energy.

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OCTOBER, 1980

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

04373 TDC 0361 36
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CONGRESSIONAL INFO SERVICE X
7101 WISCONSIN AVE NW X
WASHINGTON DC 20014 X

Buffeted by unfavorable economic winds of 1980, consumers are spending their shrinking descretionary income on fewer, carefully-chosen luxuries. How quickly will the travel industry adapt to the nomadic travel dollar? That depends on how travel firms profit from the 1981 TRAVEL OUTLOOK FORUM.

Distinguished representatives from the private and government sectors will present their views on the obstacles to profit and growth in the coming year, and the opportunities as well.

The sixth annual TRAVEL OUTLOOK FORUM is again co-sponsored by the Travel/Tourism Research Association and the U.S. Travel Data Center.

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DECEMBER 4, 1980

PROGRAM HIGHLIGHTS

Keynote Address: Travel in these Turbulent Times: What will the Consumer Do?
Joe Smith, President
Oxtoby-Smith, Inc.

Travel Trends in 1980
Douglas Frechtling, Director
U.S. Travel Data Center

Economic Outlook for 1981
John Casson, Vice President-Corporate Strategy and Chief Economist, American Express, Co.

Outlook for Lodging
Peter Kime, Partner
Laventhol and Horwath

Outlook for Foodservice
Susan Mills, Director of Research and Information Services
National Restaurant Association

Luncheon Address: Attracting the Traveler in Turbulent Times
Ned DeWitt, President
Six Flags, Inc.

Outlook for the Travel/Tour Trade
Irwin Robinson, Founder and Chairman
TRAVEL WEEKLY

Outlook for Auto Travel
Gregg Ganschaw, Director of Marketing, Color Art, Inc.

Outlook for Bus Travel
Stuart N. Robinson, President
Marketing Support Services, Inc.

Outlook for Rail Travel
Robert E. Gall, Assistant Vice President-Market Planning and Analysis, Amtrak

Outlook for Air Travel
Earl Ditmars, Vice President, Forecasts, Research and Traffic
American Airlines, Inc.

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Patrick O'Shea, Vice President, Travel Industry Marketing
Budget Rent-A-Car Corp.

Outlook for International Travel
Don Wynegar, Manager-International Research Program
U.S. Travel Service

Summary: 1981 Travel Outlook
Frances Koltun, President
Frances Koltun Enterprises, Limited

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Procedures and Conditions

PRE-REGISTRATION
Attendance at the Forum will be be limited. Consequently, advance registration is required. PAYMENT IN FULL MUST ACCOMPANY YOUR REGISTRATION FORM. Please submit a separate form for each person attending. Make your check payable to the U.S. Travel Data Center. Checks from foreign countries MUST include $10.00 check handling charge. Your registration will be confirmed by mail.

REGISTRATION FEE
Registration includes the full-day program, luncheon, cocktail reception and a copy of the printed Forum *Proceedings*. Fee for members of the U.S. Travel Data Center and/or The Travel Research Association is $90.00. Fee for non-members is $105.00.

REGISTRATIONS
Registration materials, including your Final Program and badge will be available at the Registration Desk beginning at 8:00 a.m. on the morning of the Forum. All registrants must check in at the Registration Desk prior to entering the meeting room. Registration on-site will be allowed on a space available basis only. An additional $10.00 fee will be required for on-site registrations.

CANCELLATIONS AND REFUNDS
Cancellations must be received in writing prior to Wednesday, November 12, 1980 for full refund of registration fee. One-half refund for cancellation received at the Data Center by December 12. No refunds will be made after December 12, 1980.

PROCEEDINGS
The *Proceedings* of the Forum will be published shortly after the meeting. All registrants will receive a copy by mail.

HOTEL RESERVATIONS
A block of rooms has been set aside at Loews L'enfant Plaza for persons desiring hotel accommodations for the night of December 3 at a rate of $58.00, single and $80.00, double, plus 10% sales tax and 80¢ per room per night occupancy tax. To make arrangements check the attached Registration Form and mail it in. A hotel reservation card will be sent to you along with your confirmation. Simply fill it out and return to Loews L'enfant Plaza by Wednesday, November 12, to insure space within the block. Reservations will be confirmed directly by the hotel.